A Study on Digital Marketing Strategies in Education Sector with Special Reference to Select E-Learning Platforms in India

A

SYNOPSIS

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INTRODUCTION

Digital marketing, also termed as online marketing, is the promotion of brands to connect with potential customers who use the internet.[1] Digital marketing includes marketing mix, which is a set of marketing tools to pursue marketing objectives in the target market. The term 'marketing mix' was first coined by Prof. Neil H. Borden, the President of the American Marketing Association (AMA) in 1953. Jerome McCarthy (1964) defined the 4Ps of marketing mix as a combination of all the factors which managers may leverage to satisfy market needs[2]. Booms & Bitner extended marketing mix in 1981 and added 3 new elements to the 4Ps - people, process and physical evidence.[3]

In present scenario when many consumers transact through their mobile devices, a well-executed digital marketing strategy can be crucial to organizational success. It is simply the adaptation of marketing mix – product, price, place, promotion, people, process and physical evidence.[4]

ELEMENTS OF DIGITAL MARKETING STRATEGIES FOR E- LEARNING

1. **Product:** Product is an element of digital marketing in which the e-learning product has to be 100% online, means that the product has no physical features. An effective digital marketing strategy must start with a product that satisfies consumer demand and fills a need.
2. **Price**: Price has always been a key consideration in marketing, along with offer prices. Price in digital marketing refers to the cost of a product the consumer will pay. In the price, secondary factors are also included.
3. **Place:** In the digital marketing, place refers to where and how the cosumers have access to products. There are many places to sell, like social media platforms, dedicated online stores or landing pages with purchase features.
4. **Promotion:** Promotion includes the use of advertising, public relations, direct communication and sales promotions to reach and influence the target audience. Some methods may focus directly by advertising on a variety of platforms while others revolve around social media.
5. **People:** People in digital marketing are the employees executing the service. In digital world, employees handling public interfaces are an important part of the process. People can use social media interface as a channel for customer support and invite online reviews from cosumers.

6. **Process**: The process in digital marketing defines te procedures and their optimization for delivering online products - the sequence of web pages or emails required to place an order. In digital marketing, this is a very crucial element of digital marketing mix.
7. **Physical Evidence:** The physical evidence in digital marketing refers to different elements of service experience such as web page / website / e-learning package design, payment gateways and post-purchase artifacts in an online setting but evidences will not have a physical element to them.[5]

CONCEPT OF E-LEARNING

The term e-learning usually refers to the use of information and communication technology (ICT) and electronic devices in education. E-learning may also be referred to as distance learning, virtual education, digital education, web-based training (WBT), Internet based training (IBT), computer-based training (CBT) or technologically enhanced learning depending on the delivery method or the components.

The delivered learning materials may be in the form of text, images, animations, video tutorials or even a computer program. As per report of Statista 2020, in the COVID-19 scenario, parents are uncomfortable in sending their kids back to school. They feel that students are safe by using e-learning platforms.

THE EVOLUTION OF E- LEARNING

During the early 1980's when computers were scarcely available, instructor-led training (ILT) was the only way of learning things from or about computers. Computers were only available for official use. Using the office hours to train the staff led to major slowdown in the official work and was rather counter-productive for the offices. Then arrived the era of multimedia advancements during 1985-1995. Windows 3.1, Macintosh, CD ROMs and PowerPoint started making their mark.

During the mid 1990's when the World Wide Web (www) started evolving, instructors started exploring the possibilities of using the new technology to deliver instructions in more efficient and cost effective ways. In the early 21st century, the world started seeing a major growth in the field of computers and webs. Faster and portable computers were replacing slower and bigger ones. All these changes started to change the way people learned. With the growing popularity of hand-held devices

the effectiveness of e-learning has grown even further. Through use of the internet in hand held-devices, people like to access instructions or information with few clicks. Today, the e-learning process has come a long way from the instructor-led training to a hand-held device. [6]

RELEVANCE OF E –LEARNING

E-learning is of great relevance in the present scenario. Some of the major advantages of e-learning are listed below:

- **Convenient for students:** E-learning materials can be accessed any time by the learners. They do not require to be physically present in a classroom. Students can download and save the learning materials for later access.
- C**ost effective:** E-learning is usually a cost-efficient way of learning for most students as they can choose from a large range of courses and make the selection depending on their needs. It can be cost-efficient for many universities because once the learning platforms are set up, they can be re-used for many sessions.
- **Ease of updation:** The study materials in e-learning systems can be updated more frequently than in the conventional study materials in the form of books used in classroom-based education systems. Once the study materials are placed in the system, they can be updated without changing the whole material.
- **Flexible way of learning:** E-learning is a flexible way of learning for many students. Most of the study materials are stored for the students to access whenever they want. Students can also choose between an instructor-led and a self-learning system. In e-learning systems, it is also possible for students to skip over the study materials they already know and choose the ones they want to learn.
- **Global access:** E-learning systems help in creating a worldwide learning society as anyone can access the study materials regardless of the geographical location. In the systems available now, learners can also contribute to the study materials which also help to keep the materials updated.
- **Scalable e-learning systems:** The number of students in virtual classes or e-learning systems can be very few or really high without causing any significant difference in the total cost.

- **Higher degree of freedom for students:** One may find it difficult at times to learn new ideas. E-learning systems provide the possibility for students to understand the same content repeatedly until they are satisfied.
- **Better retention:** The video and audio materials used in e-learning make the whole learning experience more fun. This will help students to remember the things for a longer period of time. E-learning materials can also be accessed whenever needed, thus the repetition makes the retention easier.[6]

PROFILES OF E-LEARNING PLATFORMS IN INDIA

The researcher has selected all eight e-learning platforms for this study, on the basis of Statista report 2020.[7] They are big market players in the education system especially in India:

1. BYJU'S

BYJU'S is an Indian multinational educational technology company founded in 2011 by Byju Raveendran and Divya Gokulnath with its headquarters in Bengaluru. BYJU'S is valued at US$18 billion and has over 115 million registered students. In August 2015, the firm launched BYJU'S: The Learning App. In 2017, they launched BYJU'S Math App for kids and BYJU'S Parent Connect app. By 2018, it had 15 million users out of which 900,000 were paid users at that time. In the same year, BYJU'S became India's first ed-tech unicorn. By 2019, 60% of BYJU'S students were from non-metros and rural cities.[8]

2. UNACADEMY

Unacademy is an ed-tech company established in 2015. The company had its beginnings as a Youtube channel created by Gaurav Munjal and Dheeraj Meena. Later on, in 2015, the company was registered in Bengaluru as an education company. The company has entered the Unicorn club in September 2020 after it raised $ 150 million from Softbank and existing investors. The company offers courses and lectures for several competitive examinations, video classes on various subjects, thus empowering the students to excel in this competitive world.[9]

3. VEDANTU

Vedantu is derived from Sanskrit words Veda (knowledge) and Tantu (network). The company was launched in 2011. It is run by IIT-Alumni Vamsi Krishna (co-founder & CEO), Pulkit Jain (co-

founder), Saurabh Saxena (co-founder) and Anand Prakash (co-founder & Head of Academics). Earlier, the team founded Lakshya, which was acquired by MT Educare (a subsidiary of Zee Learn) in the year 2012. In January 2022, the company joined Byju's, Simplilearn, Unacademy, UpGrade and became one of the founding members of IAMAI's India Ed-Tech Consortium.[10]

3. UDEMY

UDEMY Incorporation is a for-profit massive open online course (MOOC) provider aimed at professional adults and students. It was founded in May 2010 by Eren Bali, Gagan Biyani and Oktay Caglar. The headquarters of Udemy are located in San Francisco, U.S.A., with hubs in Denver, U.S.A., Dublin, Ireland, Ankara, Turkey, Sao Paulo, Brazil and Gurugram, India. As of September of 2021, the platform had more than 46 million students, 175,000 courses, and 60,000 instructors teaching courses in over 75 languages. There have been over 644 million course enrollments. In February 2020, Udemy raised $50 million from long-time partner in Japan, Benesse Holdings, Inc. and announced $2 billion valuation. In November 2020, Udemy raised $50 million at a $3.25 billion valuation led by tencent Holdings.[11]

4. TOPPR

Toppr is an Indian educational technology (ed-tech) and online tutoring firm founded in 2013 by Zishaan Hayath and Hemanth Goteti at Mumbai. It is a K-12 company with BYJU'S**,** Vedantu and Unacademy as its primary competitors. In July 2020, Toppr raised funding of Rs 350 crore**.** Toppr runs on a freemium model and has seen its user base swell from 1.6 million in FY 2016 to 5.5 million in two years.[12]

6. KHAN ACADEMY

Khan Academy is an American non-profit educational organization created in 2008 by Sal Khan. It's goal is creating a set of online tools that help educate students. The organization produces short lessons in the form of videos. It's website also includes supplementary practice exercises and materials for educators. It has produced over 8,000 video lessons teaching a wide spectrum of academic subjects, originally focusing on mathematics and sciences. All resources are available for free to users of the website and application. As of 2018, over 70 million people used Khan Academy, out of which 2.3 million students used it to prepare for SAT. As of February 2022, the Khan Academy

channel on YouTube had 7.11 million subscribers and Khan Academy videos have been viewed more than 1.94 billion times.[13]

7.ADDA 247

Adda247 is India's largest ed-tech platform catering to more than 40 million users in a year. It was created in 2016. Adda247 App is ranked number 1 Android App in terms of usage among all education apps in India (as per latest similarweb.com rankings). The company has various popular online platforms including Bankersadda.com, Bankers Adda is flagship brand of Adda247 group.[14]

7. DUOLINGO

DUOLINGO is an American language-learning website and mobile app. Duolingo was initiated at the end of 2009 in Pittsburgh by Carnegie Mellon University professor Luis von Ahn and his post-graduate student Severin Hacker. In July 2020, Duolingo was named by PCMag as the best free language learning app. As of June 2021, Duolingo offered 103 different language courses in 40 languages, 37 were for English speakers. It also includes a small variety of fantasy languages, some of which include High Valyrian (Game of Thrones) and Klingon (Star Trek). Duolingo has over 500 million registered users.[15]

REVIEW OF LITERATURE

The researcher reviewed many published papers, articles, journals, and websites on the basis of important aspects of e- learning sector and thereafter broadly classified required literature in the category of national and international reviews. The relevant shortlisted ones are as follows:

National Studies

- Priyanka Malik (2022) in their research work, "To Study the Impact of E-Learning and Social Media on Student Engagement and Student Satisfaction'' stated that, Their research aim of the study is to analyze and carefully study the effect of social media use, e-learning quality, collaborative learning, and student engagement on student satisfaction. To fully understand and analyze the research o sample students who pursue education through digital means.[16]
- Arghya Ray et al. (2021) in their study "Exploring the impact of different factors on brand equity and intention to take up online courses from e-Learning platforms" stated after evaluating the

various dimensions and constructs that affect brand equity and user's willingness to undertake courses from various e-Learning providers that consumer experience is a strong predictor of both brand meaning and customer satisfaction. Although brand meaning positively impacts brand equity, brand awareness demonstrates a negative ef utcome, a quantitative research is being conducted. A survey will be distributed to fect on brand equity. [17]

- Suneel Kumar et at. (2021) in their study, "E-Learning Platforms in Indian Higher Education System: Achievements and Challenges" stated that, conventional teaching and enhance their students' learning experience and performance, government and private players throughout India are spending substantially on e-learning platforms. An E-Learning platform is needed to accomplish the government's goal of achieving inclusive education. The e-learning platforms in the Indian higher education system have been explored in this study, including its successes and challenges about e-Learning.[18]
- Shivangi Viral, Thakker, Jayesh,Parab and Shubhankar Kaisaren (2021) in their research paper on "Systematic research of e-learning platforms for solving challenges faced by Indian engineering students" stated that, their research is based on the perceptions of engineering students hailing majorly from Indian cities, and hence, it may be having educational stream bias and geographical bias. They found that their research could be further extended to cover rural areas and global trends in e-learning. The analysis does not constrain itself to the technicalities and thus proves to be an all-encompassing one, potent enough to surface critical issues marring the e-learning experience.[19]
- P S Vanitha and Sreejith Alathur (2021) conducted a research on " Factors influencing E- learning adoption in India: Learners' perspective", They stated that, the era of electronic learning 3.0, existing dimensions related to technologies and learner are not adequately explored while discussing e- learning adoption, the relationship between constructs in research model. Their study identifies technology and learner dimension factors that influence e- learning adoption in developing countries, like India.[20]
- Ashwani Kumar Kansal et.al (2021) in their study on "Google Trend Analysis and Paradigm Shift of Online Education Platforms during the COVID-19 Pandemic" shows that the corona virus

patients are the most trending patterns in word search clustering, with the education system being at the control and preventive measures to bring equilibrium in the system of education. Their study shown a significant growth in online platforms in the last year.[21]

- Sasikanta Tripathy and Suman Devarapalli (2020) in their research work " Emerging trend set by a start-ups on Indian Online Education System: A case of Byju's" reflects that the e- learning platforms give the new height of education sector which has brought new and emerging trends in the field of education, especially e-learning has been made easy through visualized, animated video, and audio classes and also make attractive for students.[22]
- Sruthi P and Dr. Sangeeta Mukherjee (2020) in their study on "Byju's The Learning App: An Investigative Study on the Transformation From traditional learning To Technology Based Personalized Learning" mentioned that e-learning apps create a place in education sector. The learning app uses a blend of content, media and technology to make learning more interactive and interesting among the students. It also promotes personalized learning among the users. Their study explored on a select group of high school and higher secondary students from CBSE and Kerala State Board and interpreted their feedback to examine the transformation from tradition learning to technology-based personalized learning.[23]
- Alka Dwivedi et.al (2019) in their research, "Factors affecting students' engagement with online content in blended learning" concluded that e-learning is not only about ICT following a holistic approach to learning which embeds systemic approach and learning loops but also about students and teacher's actions in ICT-enabled learning environment. The researchers found the importance of engagement of students and teachers in blended learning with a focus on factors which affect this engagement. They explained their study is important for the practice of higher education, and the finding of the study can be taken into consideration while developing online courses for students enrolled in higher education.[24]
- Shukla, Abhishek and Chavan, R R. (2019) conducted a research on " Role of E-Learning in Transforming Indian Education System: A Futuristic Perspective" and explained that, the impacts of digitization are also visible in the field of education and have effected major changes in how education is being imparted and consumed. The researchers further revealed that e- learning has

been an invaluable support for learners around the world. Earlier the access to knowledge was not accessible to all. Students with economic constraints, geographical boundaries or physical disabilities had scarce opportunities in the academic province.[25]

- Manish Gupta and Jatin Pandey (2016) in their study, "Impact of Student Engagement on Affective Learning: Evidence from a Large Indian University" explained the relationship between online engagement and affective learning. The researchers found in comparison to intellectual engagement, the role of online engagement is statistically more central to enhancing academic engagement and in turn affective learning. The researchers encouraged educators to provide academic setting backed by online resources instead of depending only on online resources.[26]
- Ms Mridu Vijh Kataria (2018) in her research paper, "Challenges in Effective Implementation of E-Learning Platforms in Apparel Education" stated that e-learning is one of the most revolutionary developments of technology and in education sector. E-learning platforms in academic organizations also impart higher education in the skill-based sector of apparel and fashion. Education in this field is unique as it requires a lot of demonstrations and creative work that is difficult to teach and evaluate online. The researcher's study have significant implications for e-learning project managers, instructional designers, content developers and tutors who will get insights to develop an engaging and enriching e-learning program.[27]

International Studies

- Aylin Adem et.al (2022) in their research work, "A comprehensive decision framework with interval valued type-2 fuzzy AHP for evaluating all critical success factors of e-learning platforms" stated that the COVID-19 pandemic is neither the last epidemic.E- learning attracts more attention than ever before and the need for e- learning platforms is expected to be more in the near future. A systematic approach should be used to determine the platforms' dimensions, Features and weights of critical criteria and offer a realible metdod for evaluating e- learning platforms. Their study provides an acceptable rational for evaluations of e- learning platforms.[28]
- Ebitism K. Elberkawi et al. (2022) in their study, " The COVID-19 pandemic and E-learning: challenges and opportunities from the perspective of students and instructors" stated that, their study targets the society that includes students and teaching staff in the Information Technology

(IT) faculty at the University of Benghazi. The descriptive-analytical approach was applied and the results were analyzed by statistical methods. Two types of questionnaires were designed and distributed, i.e., the student questionnaire and the instructor questionnaire. Four dimensions have been highlighted to reach the expected results, i.e., the extent of using e-learning during the COVID-19 pandemic, advantages, disadvantages and obstacles of implementing E-learning in the IT faculty.[29]

- Babatunde Adeyeye et al. (2022) in their research work, "Online Learning Platforms and Covenant University Students' Academic Performance in Practical Related Courses during COVID-19 Pandemic" stated that**,** the effectiveness of the platforms (Zoom and Moodle) and the positive communication between lecturers and students via these platforms, students would like to see online learning continually adopted after the COVID-19 pandemic. Their findings showed that students had no difficulties using these platforms. Their research concludes that distance learning is a future direction in teaching practical-related courses because of the flexible nature of the platform.[30]
- Rana Saeed Al-Maroof et.al (2021) in their study, "Factors That Affect E-Learning Platforms after the Spread of COVID-19: Post Acceptance Study" concluded that their research explored students' perceptions about their post-acceptance of e-learning platforms and indicated a positive effect as a mediator in the variables perceived ease of use and usefulness, perceived daily routine, perceived critical mass and perceived self-efficiency. The implication gives a deep insight to take effective steps in reducing the level of fear of vaccination, supporting the vaccination confidence among educators, teachers and students who will, in turn, affect the society as a whole.[31]
- Marc K. Peter and Martina Dallas Vecchia (2021) in their research on, "The Digital Marketing Toolkit: A Literature Review for the Identification of Digital Marketing Channels and Platforms" recommended that digital transformation driven by technological advances and changing customer requirements, is stimulating the use of digital marketing. 11% of swiss organizations regard digital marketing as a key investment area as part of their overall digital transformation strategy, with over one third of swiss organizations currently investing in new sales and marketing tools, and thus taking advantage of a new, digital marketing portfolio.[32]

- Prakhar Bhardwaj et.al (2021) in their research work "Application of Deep Learning on Student Engagement in e-learning environments" states that the impact of COVID-19 pandemic is visible in all aspects of our lives including education. With a distinctive rise in e-learning, teaching methods are being undertaken remotely on digital platforms due to COVID-19. To reduce the effect of this pandemic on the education sector, most of the educational institutions are already conducting online classes.[33]
- Ibrahim Adeshola and Mary Agoyi (2021) in their study on "Examining factors influencing e-learning engagement among university students during covid-19 pandemic: a mediating role of "learning persistence" concluded that, the evaluation of e-learning engagement is essential to ensure students are engaged in their studies just as it is in the conventional face-to-face classroom. The e-learning growth shows the interest of students and usage rate of these platforms.[34]
- Vishal Dinesh kumar Soni (2020) in his research work "Global Impact of E-learning during COVID 19" revealed that the study provides an insight into the process of electronic learning and its advantages along with the updated version of its usage. The researcher study is a compilation of the components of e-learning tools along with the future perspective on education using information science.[35]
- Zi-Yu Liu et al. (2020) in their study, "Online Learning Platforms: Reconstructing Modern Higher Education" stated that, Online learning platforms play an important role in modern education. Their research objectives are set, namely organize a comparative analysis of several popular distance learning platforms (Moodle, Open edX and NEO LMS) in accordance with the criteria (system features, content support, content creation, user management, reporting system, conduct consultation with university teachers, The most significant improvement has occurred among students with "unsatisfactory" grades; more than 50% have improved their results.[36]
- Waleed Mugahed Al-Rahmi et al.(2020) in their research work," Development of a new model on utilizing online learning platforms to improve students' academic achievements and satisfaction" stated that, Their findings showed that the students' background, experience, collaborations, interactions, and autonomy positively affected students' satisfaction. Moreover, effects of the

students' application, remembering, understanding, analyzing, and satisfaction was positively aligned with students' academic achievement.[37]

- Masri bin Abdul Lasi and Sallina Mohamed Salim (2020) in their research paper "The Relationship Between E-Marketing Mix Strategy and Integrated Marketing Communication: A Conceptual Framework" stated the relationship between electronic marketing mix strategy and integrated marketing communication. The researchers examines whether e-marketing impacts integrated marketing communication. They stressed and deliberated the requisite e-marketing formula of 2P+2C+3S (Personalization, Privacy, Customer Service, Community, Site, Security and Sales Promotion). This role has revolutionized the process by which the organization interacts both to existing and prospective consumers and maximize the investment return and reduces the cost of reaching customers with an E-Marketing approach.[38]
- Abdallah Moubayed et.al (2020) in their study "Student Engagement Level in an e-Learning Environment: Clustering Using K-means" mentioned that, E-learning platforms and processes face several challenges like keeping students motivated and engaged. This work is part of a larger study that aims to tackle these two challenges using a variety of machine learning techniques. Their study proposes the use of k-means algorithm to cluster students based on 12 engagement metrics divided into two categories: interaction-related and effort-related.[39]
- Mohammed Abdulaziz Alsubhi et.al (2019) in their research work "The Challenge of Increasing Student Engagement in E-Learning Platforms" investigated the most common challenges and issues faced by students in an e-learning environment. A qualitative approach was used to identify and confirm these challenges, namely, interviews with experts with the interview questions deriving from previous work. Finally, the findings were a group of suggestions and techniques that could facilitate in solving these challenges and issues.[40]
- Uttam Kumar Hazra, Rajesh Das and Sinjini Mukherjee (2019) in their study "E-Learning Platform in SAARC Countries" concluded that there are eight SAARC countries (Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Srilanka) but among them only 5 countries (Afghanistan, Bangladesh, India, Pakistan and Srilanka) have their own e-learning platform for their citizens. India and Bangladesh have started education through e-learning

platform in the year 2016) the selected e-learning platforms provide maximum courses and maximum benefits for students.[41]

- Abdul Rashid, Zakaria, Khalid Abdul Wahid and Mohd Akmal FAIZ Osman (2018) in their research paper "Assessment of Factors Affecting E-learning: Preliminary Investigation" stated the factors affecting E-learning which are human and technological factors that includes learner's perspective, instructor attitudes, computer literacy, teaching method, system quality, service quality, and content quality. Their research work can be a guideline to employ appropriate e-learning platform by considering critical factors to enhance modern learning process.[42]
- Craig Marsh Laura A. Schindler et.al (2017) in their study "Computer-based technology and student engagement: a critical review of the literature" stated that a critical review of the literature from the past 5 years related to how web- conferencing software, blogs, wikis, social networking sites (Face-book and Twitter) and digital games influence student engagement. The researchers found a substantive overview of student engagement. The researchers found a substantive overview of student engagement definitions and indicators, which revealed three types of engagement (behavioral, emotional and cognitive) that informed how they classified articles. They found that computer- based technology influences student engagement.[43]
- Nischal Guragain (2016) in his research paper "E-Learning Benefits and Applications" mentioned that e-learning is the future learning process which is already adopted by many schools, colleges and educational institutions. But still the question remains how effective it is to move educational materials online in order to engage students more and get good results as compared to face-to-face learning/training. The researcher found in his study the benefits of e-learning and to create an online course using one of the platforms.[44]
- Patrutiu Baltes (2016) in his research "Digital marketing mix specific to the IT Field" concluded that digitalization of the marketing strategy is a very attractive option for IT companies, it becomes a "sine qua non" condition. In this context, the traditional marketing mix has undergone extensive transformations and the marketing strategy of the companies has been re-thought for the digital environment. The researcher's presents the 4 basic policies (product, price, placement, promotion policies) of the marketing mix adapted to the digitalization context, which can be valid

for any company that wants to explore the benefits of the digital market, and especially for IT companies.[45]

- Catalina Gutierrez-Leefmans, Rosa Maria Nava-Rogel and Maria Andrea Trujillo-Leon (2016) in their study," Digital Marketing in an Emerging Country: Exploratory Study of the Marketing Mix of SMES with Trust Seal" stated that, digital marketing responds to technology changes as part of the digital economy. They found that the digital resources used as part of the marketing mix can be observed externally in the websites were analyzed. Their study result showed that the most used resources were social networks, e-mail, those related to navigation ease and the variety of payment option.[46]
- Pramila Rao (2011) in her study "E-learning in India: the role of national culture and strategic implications" concluded the role of national cultural dimensions on e-learning practices in India. According to her study India is considered a major player in the world economy today. The researcher's study provides strategic implications for multinationals with a guide sheet identifying the role of the various cultural dimensions on e-learning.[47]

RESEARCH GAP

Literature review reveals many studies on marketing, but there are only a few studies on digital marketing in India. Furthermore, the literature review carried only a few studies on E - learning platforms of digital marketing strategies in India. Also, there is a negligible amount of research on addressing the engagement of students on e- learning platforms.

NEED OF THE STUDY

The impact of digitization is visible in the field of education. As per Mckinsey report 2020 at least 80% of the customer interactions are digital in nature. The COVID- 19 crisis has accelerated the digitization of customer interaction, resulting in increased customer demand for online purchasing and services.[48]

As per world economic forum report (WEF) 2021 over 1.2 billion children were out of the classroom in 186 countries affected by pandemic. As a result, education has changed dramatically with distinctive rise of e- learning, where the teaching is undertaken remotely on digital platform.[49]

The online education market in India is expected to grow by a staggering 50% during 2021-2025 to reach $ 5 billion. As per IBEF (India Brand Equity Foundation) India is the second largest market for e-learning after the U.S.A. The sector has reached US$ 1.96 billion by 2021 with around 9.5 million users.[50]

OBJECTIVES OF THE STUDY

The proposed study intends to have the following objectives:

1. To study the prevailing digital marketing strategies of selected e- learning platforms.
2. To analyze the factors affecting digital marketing strategies of selected e- learning platforms.
3. To anaylze the relationship between digital marketing strategies and learners' Engagement.
4. To evaluate the impact of learners' engagement on learners' performance.
5. To suggest a suitable digital marketing action plan for selected e- learning platforms.

CONCEPTUAL FRAMEWORK: On the basis of literature review the following conceptual framework of proposed research has been prepared by the researcher:

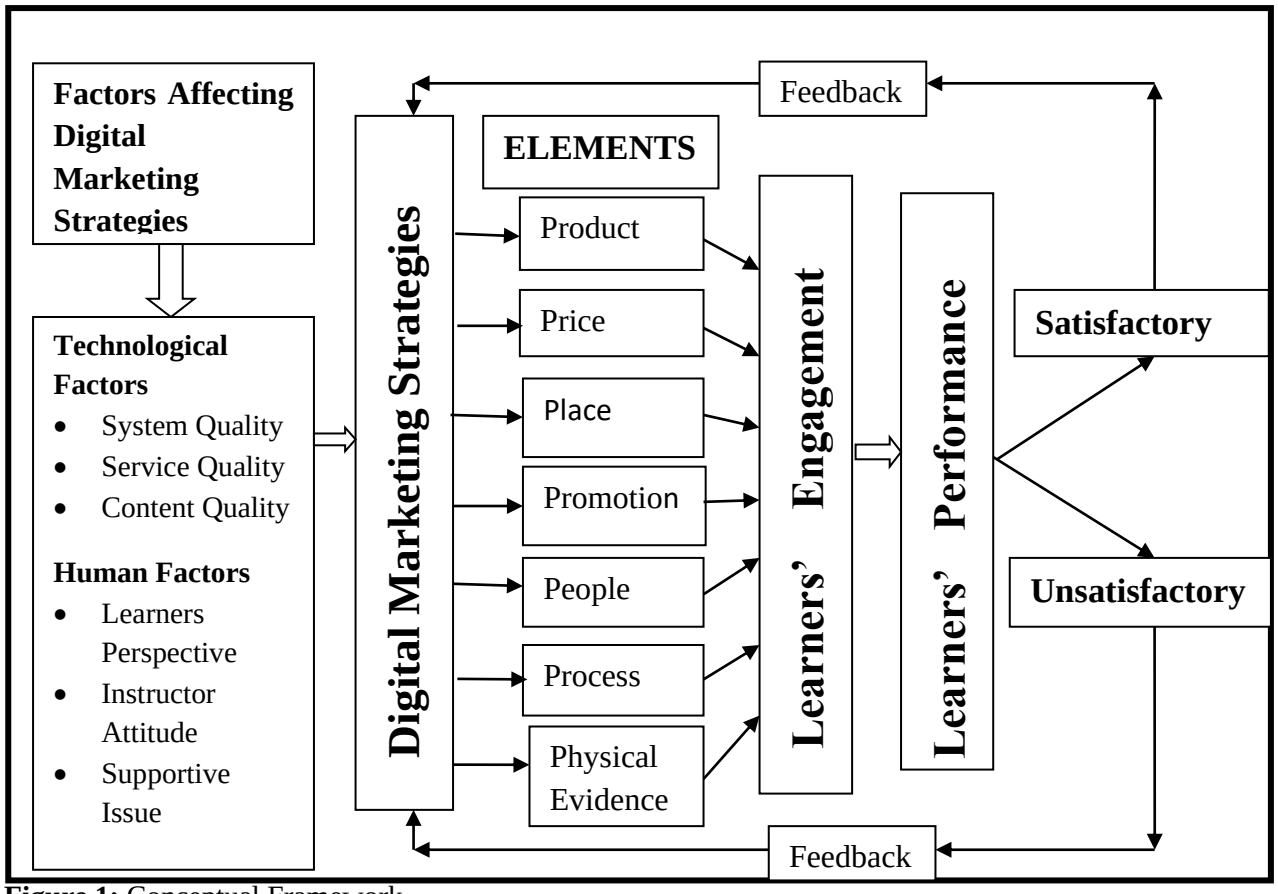

Figure 1: Conceptual Framework
Source: Reasearcher's own construction

HYPOTHESES:

The researcher would like to test the validity of the following hypotheses with reference to the above stated objectives:

H_{01}**:** There is no significant difference between the prevailing digital marketing strategies of selected e- learning platforms.

H_{a1}: There is a significant difference between prevailing digital marketing strategies of selected e-learning platforms.

H_{02}**:** There is no significant difference between factors affecting digital marketing strategies of selected e- learning platforms.

H_{a2}: There is a significant difference between factors affecting digital marketing strategies of selected e- learning platforms.

H_{03}**:** Digital marketing strategies and learners' engagement are independent to each other.

H_{a3}: Digital marketing strategies and learners' engagement are dependent to each other.

H_{04}: There is no significant impact of learners' engagement on learners' performance.

H_{a4}: There is a significant impact of learners' engagement on learners' performance.

RESEARCH METHODOLOGY

This research aims at studying the digital marketing strategies of selected e- learning platforms in India and to know the learners' engagement regarding the role of digital marketing strategies for e-learning platforms. As the study requires in-depth knowledge and analysis of data, the research would be descriptive and analytical in nature.

SCOPE OF THE STUDY

As per businessworld report 2022 Delhi is the second highest number of registered online learners.[51] The study will be covering area of Delhi. Delhi is the combination of different culture and demographic profiles of Indian citizens. The researcher has selected eight e-learning platforms on the basis of statista report 2020 namely Byju's, Unacademy, Vedantu, Udemy, Toppr, Khan Academy, Adda 247, Duolingo. The researcher will choose only those learners' who are using given respective platforms.

SAMPLE SIZE

The following sample size formula for infinite population will be used to arrive at a representative number of respondents (Bill Godden, 2004) 384 users of e- learning platforms. Sample size formula for infinite population will be used to arrive at representative number of respondents (Godden, 2004).

$$SS = \frac{Z^2 \times p(1-p)}{M^2}$$

SS = $\{1.96^2 \times 0.5(1\text{-}0.5)\} \div 0.05^2$

SS = $(3.8416 \times 0.25) \div 0.0025$

SS = $(0.9604) \div 0.0025$

SS = 384

Where:

SS= Sample Size for infinite population (more than 50,000)

Z = Z value (e.g. 1.96 for 95% confidence level)

P = population proportion (expressed as decimal) (assumed to be 0.5 (50%) since this would provide the maximum sample size).

M =Margin of Error at 5% (0.05)

SAMPLE COMPOSITION

Sample composition of the study consists of total 384 respondents from 8 e-learning platforms. The sample size has been ascertained on the basis of Godden's formula.

SAMPLING TECHNIQUES

As the population is infinite, so in order to select the respondents, Stratified Random Sampling would be used for which the researcher will develop strata of the learners' in each selected e- learning platforms and will draw the samples randomly from the population of the study.

SOURCES OF DATA COLLECTION

The data collection for the proposed research will be based on both primary and secondary data.

Primary Data - Primary data will be collected from the respondents with the help of a self-structured questionnaire.

Secondary Data - Secondary data will be collected from different sources like companies annual reports, websites of e-learning platform and other information related to the study would be collected from library, journal, published papers, books etc.

STATISTICAL TOOLS FOR ANALYSIS

For data analysis and hypotheses testing the researcher will be applying ANOVA, Factor Analysis, Chi-Square, Regression and other suitable tests as per the research requirements.

Table.1- Statistical Tools For Analysis:

S.NO	Objectives	Hypotheses	Statistical Tools
1.	To study the prevailing digital marketing strategies of selected e-learning platforms.	There is no significant difference between the prevailing digital marketing strategies of selected e-learning platforms	ANOVA
2.	To analyze the factors affecting digital marketing strategies of selected e- learning platforms.	There is no significant difference between factors affecting digital marketing strategies of selected e-learning platforms.	Factor Analysis/ ANOVA
3.	To understand the relationship between digital marketing strategies and learners engagement.	Digital marketing mix strategies and learners engagement are independent to each other.	Chi- Square
4.	To evaluate the impact of learners' engagement on learners' performance.	There is no significant difference between the impact of learners' engagement on learners' performance.	Regression
5.	To suggest digital marketing strategies action plan for s0elected e- learning platforms.	Not Applicable	Based on primary and secondary data analysis

RELIABILITY AND VALIDITY.0

The test of reliability to be used by the researcher is Cronbach's coefficient alpha (Cronbach's alpha) which will test the consistency of respondents' answers for all the items in the measurement.

PROPOSED OUTLINE OF THE STUDY

The proposed study will contain the following chapters:

Chapter 1: Introduction

Chapter 2: Review of Literature

Chapter 3: Research Methodology

Chapter 4: Analysis of Data and Results

Chapter 6: Conclusion, Suggestions and Managerial Implications for Future Research

Appendix 1 - References

2 – Questionnaire

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